


TO Business

 **Toronto** Economic Development

...speaking with the business community

August 2007

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1. Employment land strategy for Toronto

Toronto's Economic Development division together with City Planning and Toronto Economic Development Corporation (TEDCO) are developing a long-term, employment land retention strategy.

Economic Development staff will work with other City departments and TEDCO to develop a financial incentive program to stimulate new investment and job growth, ensure Toronto's competitive position within the region, and encourage best environmental and green building practices.

TEDCO will identify opportunities to build new industrial/commercial space within the city's Employment Districts and the resources to implement an annual development program.

The strategy will include recommendations to better direct capital improvement programs to improve the functionality of Employment Districts and increase the attractiveness for new investment and stimulate reinvestment.

For more information, please contact Kyle Benham.

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2. City developing Green economic sector

Toronto is taking a leadership role in building a strong green sector and is set to undertake the development of a Green Economic Sector Development Strategy.

City Council approved the report *People, Planet & Profit: Catalyzing Economic Growth & Environmental Quality in the City of Toronto* and its strategic directions which include stimulating growth in existing environmental businesses; educating business, academic and labour communities to establish in-house expertise to support a green economy; and enhancing partnerships with academic, governmental and labour organizations.

A Green Manufacturing Action Team will be assembled and include representatives from the manufacturing and environmental sectors to identify manufacturing opportunities for Toronto businesses in the booming area of bringing green products to market.

For more information contact John Alderdice at 416-392-1004.

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3. New water rate structure developed to assist business

City Council has approved a rate structure for all water consumers, cutting rates by 20% for companies that use the resource as part of their process.

The revised 2-block system will make a Toronto location more economically competitive to the industrial sector in which water is a significant cost input. Block 1 applies to all consumers including industrial for consumption up to 6,000 m3. Block 2 applies to the industrial tax class with consumption volumes above 6,000 m3.

For more information contact Toronto Water at 416-338-4829 or to view the background information on this change, please download the [Water Rate Restructuring - Results of Public Consultation and Rate Structure PDF](#).

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4. Rexdale Pro Tech Media Centre - investing in youth

Toronto and Microsoft Canada have opened a digital arts and technology skills training centre. The Rexdale Pro Tech Media Centre will provide Jamestown and Rexdale youth with free access to state-of-the-art technology and computer training.

Introductory courses focusing on web design and digital media will introduce students to potential new media careers while providing general computer literacy skills which are increasingly important in the workforce.

The Centre is a joint collaboration with Microsoft Canada's Community Technology Skills (CTS) and local community partners including Humber College Institute of Technology and Advanced Learning, The Humber Students' Federation, Toronto Community Housing and the YMCA of Greater Toronto.

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5. Richard Florida joins Rotman

Richard Florida, known for his work on economic competitiveness, demographic trends and cultural and technological innovation has been appointed business economic professor and academic director of the Martin Prosperity Institute at U of T's Rotman School of Management.

Florida holds that "Toronto is at the cutting edge of innovative, dare I say creative, urbanism and economic development. It's a city I've long admired."

The Martin Prosperity Institute will take an integrative approach to the study and creation of jurisdictional advantage. Currently, the study of how jurisdictions, including provinces, become magnets for companies to start-up, locate and grow, has been fragmented. Over the past decade, the Rotman School has assembled the largest academic research group in Canada dedicated to the study of jurisdictional advantage and prosperity.

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6. FILMPORT to include largest sound-stage in North America

The Port Lands area is being enhanced by the construction of FILMPORT. This new film and media complex is comprised of production offices and seven large sound-stages including the largest purpose-built sound stage in North America.

The Phase one sound-stages, underway since August 2006, are scheduled to open in March 2008.

Phase two is an 11-storey, 280,000 square-foot office tower, film studio and event space designed by internationally renowned architect Will Alsop in association with Quadrangle Architects Ltd. It is expected to open in 2010.

FILMPORT will provide three-million square feet of commercial office, industrial and studio facilities for media and knowledge-based companies and will support employment of 2,000 persons on the studio lot with many more in the surrounding commercial buildings.

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7. Toronto's creativity and liveability cited by leading Magazines

Fast Company magazine recently selected 30 cities as Fast Cities- described as "those urban centres that are cauldrons of creativity where the most important ideas and the organizations of tomorrow are centered".

Toronto was defined as a "Global Village", a category shared with Berlin, Germany and Johannesburg, South Africa. Toronto's ethnic mix (100 different ethnic communities) and it's cultural and architectural masterworks were contributing factors to its selection as a great place to work and live.

The Economist magazine noted that with low crime, little threat from instability or terrorism and a highly developed transport and communications infrastructure, Canada and Australia are the most liveable destinations in the world. The magazine went on to rank Toronto's liveability as 5th of the 132 cities surveyed, making Toronto and Vancouver the only North American cities to rank in the top ten.

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8. Business Facilities Magazine picks Toronto

Business Facilities' cover story Choice Locations (June 2007) included Toronto in its top picks as a business location.

In addition to the cost advantage of doing business from Toronto, the story highlights education and technological innovation as leading assets of the city.

The article notes "...Toronto (also Canada's most economically important city), has a workforce with a high level of education and a capacity for technological innovation that rivals any U.S. location."

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9. MaRS Phase II, building on success

MaRS will begin construction on its second phase this year. The planned 900,000 square feet will add state-of-the-art office, laboratory, technology and related spaces. It will also comprise a public "Jewel Box" exhibition space at the corner of University Avenue and College Street. As well, University Avenue will be enhanced with the addition of a landscaped urban plaza, retail outlets and cafes.

Since opening in September 2005, MaRS Phase I has been fully leased to more than 65 tenants covering the full innovation and commercialization spectrum. In its first year more than 70,000 people attended events at the MaRS Collaboration Centre, a technology-enabled conference facility. Working with development partner Alexandria Real Estate Equities, considered North America's pre-eminent, first-in-class and largest life science specialist, MaRS Phase II is expected to meet with the same success.

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10. Immigrant Employment Research Study Launched

As a result of demographic shifts, immigrants are expected to account for all net labour force growth in Canada by 2011, and for all net population growth by 2031. This is already true for the Toronto region, which attracts more immigrants than any other area in Canada.

Progress Career Planning Institute (PCPI), a business-focused not-for-profit career planning organization, has commissioned a research study to gather information on the opportunities and challenges associated with employing immigrants who received their training, education and work experience in other countries.

To have an impact on the research as well as to receive the very latest data and trends on immigrant-related talent recruitment, engagement and retention, complete the survey at the link below. You will receive a summary of the research findings in advance of its release to the general public.

[Click here to complete the survey.](#)

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11. Karen Thorne-Stone Appointed OMDC President

Karen Thorne-Stone, Toronto's First Film Commissioner and former Executive Director of Economic Development has been appointed President and Chief Executive Officer (CEO) of the Ontario Media Development Corporation (OMDC).

OMDC is an agency of the Ontario Ministry of Culture that facilitates economic development opportunities for Ontario's cultural media industries.

"Ontario's cultural industries are key drivers in both our economy and our international reputation, and they are evolving rapidly," said Thorne-Stone. OMDC Chair Kevin Shea added that the six cultural sectors served by the agency contribute \$6.7 billion annually to the province's economy and employ more than 36,000 people.

As film commissioner, Thorne-Stone supported successful negotiations for a new state-of-the-art film studio complex on Toronto's waterfront, developed an innovative economic development strategy for the screen-based sector and worked with the OMDC on development of a new brand and marketing materials to promote film and television production.

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12. Ogilvy & Mather Toronto wins at Cannes

Ogilvy & Mather Toronto took two awards at the 2007 Cannes Lion Awards. *Evolution* a viral ad made for Dove's "Campaign for Real Beauty" won the Cyber Lion Grand Prix and the Film Grand Prix, the festival's most prestigious prize. The time-lapse video has been viewed by an estimated web audience of more than four million.

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13. Toronto financial services cluster among continent's most vibrant

The Institute for Competitiveness and Prosperity (ICAP) recently published a study, commissioned by the Toronto Financial Services Alliance (TFSA) and the Ontario Ministry of Economic Development and Trade, measuring the strengths of Toronto's financial services cluster against leading clusters in North America.

The study, entitled *Assessing Toronto's Financial Services Cluster*, used the framework developed by Michael Porter of the Harvard Business School. It confirmed that Toronto has one of the most vibrant clusters on the continent but also identified future challenges posed by increasing globalization.

"We need to move from a focus on preserving the status quo to one that encourages innovativeness and growth," said ICAP executive director James Milway.

TFSA president Janet Ecker commented, "it will promote a better understanding of how the sector compares on certain indicators, generate measures that could be used to track the sector's future success, and encourage discussion of potential policies to support continued sector growth."

The complete report can be downloaded [here](#).

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14. Case studies track how design adds value

Umbra, D&V Electronics, and Zenon Membrane Solutions now part of GE Water & Process Technologies, are advanced manufacturers, based in the Greater Toronto Area, who have won global recognition for product excellence.

They are the focus of new case studies undertaken by The Greater Toronto Marketing Alliance (GTMA) in collaboration with Ontario's Design Industry Advisory Committee (DIAC) to find out how leading advanced manufacturers, in various industry sectors, work with Canadian designers to add value to their products, services and brands.

A number of significant insights emerged from this research, which will be unveiled on September 6th. The findings could help other Canadian manufacturers, who are struggling to find new ways of competing against the low price, high volume strategies of their formidable offshore competitors. Results of the research will be available on both organizations' websites at www.greatertoronto.org and www.diac.on.ca after September 6th.

For more information contact Laurie Belzak, at 416.392.1296.

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15. Calendar

September 5 - 7, 2007: CB Richard Ellis World Conference 2007

Metro Toronto Convention Centre, South Building, 222 Bremner Boulevard, Toronto.

For the first time CB Richard Ellis will be holding its annual World Conference in Toronto. The event is expected to draw over 3,000 commercial real estate professionals and service providers. The theme for the conference is "toward a greener tomorrow." Former Vice President Al Gore will be the keynote speaker.

More information is available at www.cbreevents.com

September 24 - 30, 2007: Architectural Digest's Architecture Days

During its Canadian debut, Architectural Digest's Architecture Days will feature exclusive tours, panel discussions and lectures, providing insight and first-hand knowledge from leading architects and designers.

For details, ticket information and a complete program schedule, call 1-800-361-7724 or visit www.architecturedays.com

September 25, 2007: 7th Annual Who's Who in ICT

Metro Toronto Convention Centre (South Building), Salon 718.

This event is designed to promote international partnering and alliances between companies to foster growth and development. Highlights include:

- Thirty, "one-minute elevator" presentations by pre-selected award winning exhibiting companies
- Panel of senior representatives from multinational companies, who will discuss what they look for when seeking partners
- Exhibits by 50 companies
- Networking and partnering opportunities

This event is being held in collaboration with Industry Canada, Foreign Affairs and International Trade, the Ontario Ministry of Economic Development and Trade, the City of Toronto, the Greater Toronto Marketing Alliance and ITWorld Canada.

For more information visit www.itac.ca or contact Micheline Levesque at 613-238-4822 ext. 245.

September 29, 2007: Scotiabank Nuit Blanche

For one night, experience Toronto transformed by artists.

Discover art in galleries, museums and unexpected places. From alleyways and demolition sites to churches and squash courts, explore more than 195 destinations.

One night only. All night long. Visit www.scotiabanknuitblanche.ca for details.

September 30 - October 1, 2007: Ethnic " Specialty Food Expo

International Centre, 6900 Airport Road, Toronto, Ontario

Ethnic & Specialty Food Expo, including the All Things Organic™ Pavilion, is the only focused forum of its kind in Canada that fully addresses the trends and needs of the food industry, both retail and foodservice, as it responds and evolves to the wants of consumers. It is an opportunity to gather industry and product information, network, identify food trends, and succeed with market knowledge.

Click [here](#) for more information and to register online.

October 9, 2007: Toronto Small Business Forum
"Celebrating Entrepreneurial Success"
Marriott Hotel, Eaton Centre, Toronto

Enterprise Toronto, in partnership with Centennial College Centre for Entrepreneurship and other strategic public and private partners, is planning a Small Business Forum to be held during Small Business Month October 2007. "Celebrating Entrepreneurial Success" will focus on helping entrepreneurs manage and grow their businesses.

For more information visit www.enterprisetoronto.com

October 19, 2007: IEP Conference
Metro Toronto Convention Centre, North Building - 255 Front Street West

The 5th annual IEP Conference 2007 will assist Internationally Educated Professionals get on the fast-track to career success in Canada. Participants will learn how to connect with employers who are hiring, how to gain Canadian work experience and learn about Canadian business cultures through a wide range of personal and professional development sessions and workshops led by industry experts, experienced facilitators and successful IEPs.

Click here for more information.

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16. Contact Us

We are interested in your feedback. Contact us at cknipfel@toronto.ca with ideas for future newsletter topics, questions about issues raised, or to add names to our distribution list.

17. Here to Help

If you are looking to expand or relocate, if you need assistance with city, provincial or federal agencies, contact investing@toronto.ca. We are able to put you in touch with key contacts to expedite your business plans.

Check out Toronto's comprehensive business services at www.toronto.ca/business.

To access past issues of TO business, [click here](#).

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